GiveSolar

Brand Style Guide
Vol. 1

Introduction

GiveSolar is a project of New Community Project, a 501(c)3 nonprofit organization.

GiveSolar is a social impact organization whose goal is to expand access to clean energy, help others build economic security, and create climate control solutions.

This organization works to help facilitate low income households gain access to solar energy by partnering with organizations such as Habitat for Humanities to install solar panels on their homes.

This document defines the branding standards of GiveSolar. Please reference this guide to ensure consistency amongst the organization's identity.

Logo Guidelines

Lock-up
The primary logo is a combination mark comprised of brandmark and a word mark. The primary version is the tri-color gradient combination mark. Other than in the gradient, this combination mark can be reproduced one-color variations (the brand's dark orange, light orange, yellow, and navy) as well as in black and white and reversed out. The lock-up is shown below.

Logo Mark
The logo mark is shown below. The logo mark can be used when the type would be too small to read or where type cannot fit. This could include social media profile pictures, favicon, or anywhere else deemed appropriate.
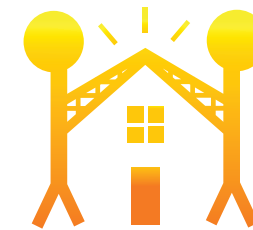
Word Mark
The word mark is shown below. The wordmark can be used in place of the logo mark or wherever else deemed necessary. The wordmark can be in any of the brand's colors, including the tri-color gradient and black and white, however, both words must be in the same color or continuous gradient.

Smallest Allowable Size
The smallest dimension for the visual marks within the logo system should be no smaller than 1/2" or 48x pixels in width. This is to ensure that the readability of the words will not be diminished.

48px or 1/2"

48px or 1/2"

Color Palette

Yellow
RGB: 254 198 1
CMYK: 0 22 100 0
Hex: #fec601

Light Orange
RGB: 252 156 17
CMYK: 0 46 100 0
Hex: #fc9c11

Dark Orange
RGB: 251 123 30
CMYK: 0 64 99 0
Hex: #fb7b1e

Navy
RGB: 38 34 98
CMYK: 100 100 30 21
Hex: #262262

Background Color Possibility
Created from Brand Guide's yellow, light orange, and dark orange. *If unable to replicate, use solid colors.*

Typography

The GiveSolar brand typeface is Proxima Nova. The Proxima Nova type family should be used for usage.In the wordmark, "Give" is always in Proxima Nova Regular and "Solar" is always in Proxima Nova Bold.

Proxima Nova Regular
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Italic
abcdefghijklmnopqrstuvwxyz 1234567890
*?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Proxima Nova Medium
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Medium Italic
abcdefghijklmnopqrstuvwxyz 1234567890
*?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Proxima Nova Semibold
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Semibold Italic
abcdefghijklmnopqrstuvwxyz 1234567890
*?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Bold Italic
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Light
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Light Italic
abcdefghijklmnopqrstuvwxyz 1234567890
*?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Proxima Nova Thin
abcdefghijklmnopqrstuvwxyz 1234567890
?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Thin Italic
abcdefghijklmnopqrstuvwxyz 1234567890
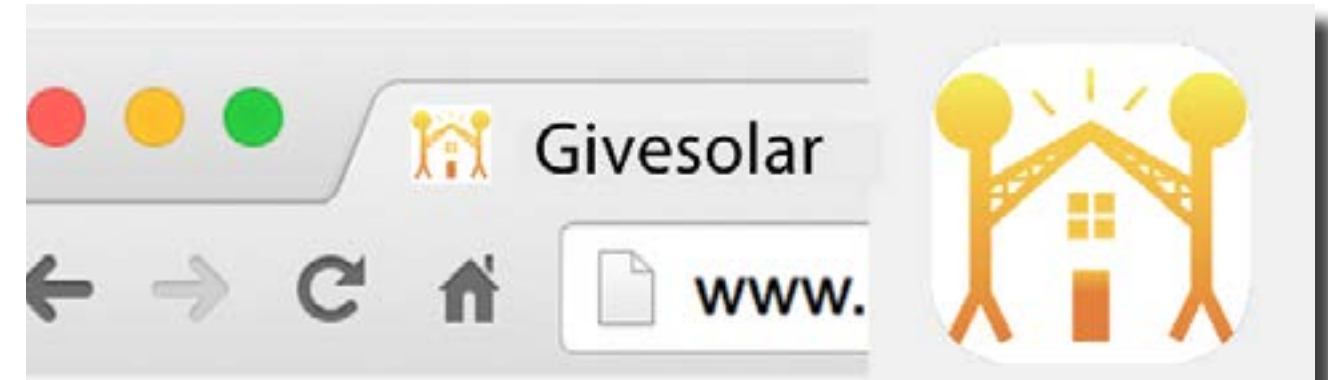*?!@#$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

GiveSolar Brand Implementation

These are a few examples of how the GiveSolar logo can be implemented into print, social, and web mediums.